

TB214570W

Reg. No :

Name :

B. Voc. DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023

(2021 Admissions Regular, 2020 Admissions Supplementary / Improvement, 2019 & 2018 Admissions Supplementary)

SEMESTER IV - SKILL (FOOD PROCESSING TECHNOLOGY)

VFPT4S12B18 - FOOD PRODUCT DESIGN AND DEVELOPMENT

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. What are the different product categories?
2. List out the measures for determining success and failure.
3. Tabulate the new product categories.
4. List out the four important stages in product commercialization.
5. What is tacit knowledge?
6. Enlist the sub-stages of product strategy.
7. Define the terms episteme.
8. List out the four areas of knowledge base for PDP.
9. Define the term Consumer behaviour.
10. What do you mean by consumer knowledge?
11. Identify the responsibilities of directors in Product development management.
12. Which are the major decisions taken up by Top management?

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Is there any relationship between innovation and business strategy? Discuss.
14. Discuss on market and production success.
15. Discuss briefly on the product portfolio.
16. Recall on test marketing.
17. Schematically represent the knowledge and information of a company.
18. Write a note on management of knowledge creation.
19. Write a note about consumer behaviour pattern towards a product.
20. Who all can manage a product development process?
21. What is marketing plan ?

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Explain about company controllable factors in Product success and failure.
23. Explain the product launch and evaluation stage.
24. Explain the knowledge management.
25. Discuss the concept of consumers behaviour and acceptance of new products.